

## **Program Description/Textbook or Print Instructional Material**

Vendor: Thomson Learning/South-Western Web Address: www.swep.com

Title: Intro to Business

Author: Eggland, Dlabay Copyright: 2004

ISBN: 0-538-43612-3 Course/Content Area: Vocational and Career Education; Business  
Program: Business Principles and Applications

Intended Grade or Level: 9-12 Readability Level: 10.5 (Flesch Kincaid)

List Price: 67.95 Lowest Wholesale Price: 50.00

*All materials bid as of July 1, 2003 must be offered in an alternative format for students who require reading accommodations. A description of the levels of accommodation is included on p. 8-9 of this bid packet. The Kentucky Department of Education must receive a copy of the alternative format if the material is placed on the State Multiple List.*

Level of Accommodations (Level One, Two or Three) Level Three

If Level Two or Three, please provide rationale for not meeting Level One Compliance It is not financially feasible for our products to meet Level One at this time.

## **FEATURES**

**DISCLAIMER:** The features of each book or program were developed by the publisher and do not reflect the opinion of the State Review Team, State Textbook Commission, nor of the Kentucky Department of Education.

### **Content**

- Packed with technology features and exercises, Internet activities give guided instruction on research using the web
- Complete Teacher's Package provides resources for in-class discussions, teaching strategies, focus and motivational activities, lesson plans, answers, and more

### **Student Experiences**

- New web site keeps users current with technology

### **Assessment**

Intro to Business 5E allows students to discover how a business works and how it impacts lives on a daily basis. With extended coverage on marketing, management, the Internet, as well as updated content, computer applications, and new web site, Intro to Business 5e provides everything needed to prepare for success in future careers!

### **Organization**

Unit 1 Our Economic Environment Unit 2 Business Operations Unit 3 Business and Government in Our Global Economy Unit 4 Small-Business Management Unit 5 Technology for Business Decisions Unit 6 Careers in Our Global Economy Unit 7 Consumers in the Economy Unit 8 Financial Institutions and

Banking Services Unit 9 Credit in Our Economy Unit 10 Savings and Investment Strategies Unit 11 Risk Management Unit 12 Personal Financial Management

### **Resource Materials**

#### **Gratis Items To Be Provided And Under What Conditions**

Business Connection CD (0-538-43633-6) Free 1 per teacher  
CNN Video (0-538-43619-0) Free 1 per teacher  
ExamView CD (0-538-43634-4) Free 1 per teacher  
Instructor's Resource Kit (0-538-43618-2) Free 1 per teacher  
Instructor's Resource CD (0-538-43635-2) Free 1 per teacher  
Instructor's Wraparound Edition (0-538-43613-1) Free 1 per teacher

#### **Available Ancillary Materials**

Activities and Projects Units 1-12 (0-538-43636-0)  
Activities and Projects Units 1-6 (0-538-43614-x)  
Activities and Projects Units 7-12 (0-538-43615-8)

### **RESEARCH DATA AND EVIDENCE OF EFFECTIVENESS**

**DISCLAIMER:** The research data and evidence of effectiveness was provided by the publisher and does not reflect the opinion of the State Review Team, State Textbook Commission, nor the Kentucky Department of Education.

**NOTE:** Please complete this section by indicating the research data and evidence of effectiveness or give a web site where the information is located. If there is no research data and evidence of effectiveness, please indicate **“not available”** in the space.



# Group V - Career/Technical Vocational/Practical Living Education Instructional Materials Evaluation Tool Marketing



<b>Title: INTRO TO BUSINESS</b>		<b>Cost: \$ 50.00</b>	
<b>Publisher: Thomson/South-Western</b>			
<b>Item Evaluated: Text, Ancillary, Teacher CD, Video, Business Connection CD</b>			
<b>Copyright Date: 2004</b>		<b>Evaluator: Jayne Harris</b>	
<b>Content Level: 9-12</b>		<b>Date of Evaluation July 31, 2003</b>	
<b>Level of Alternative Format</b>	Level 1 – Full Compliance	Level 2 – Provisional Compliance	Level 3 – Marginal Compliance
This section completed by Exceptional Children Services			

## Overall Strengths and/or Weaknesses

**Disclaimer:** Comments on the strengths and/or weaknesses of each book, material or program were written by members of the State Textbook/Instructional Materials Review Team and reflect their opinions . They do not reflect the opinions of the State Textbook Commission nor the Kentucky Department of Education. In addition, the State Textbook/ Instructional Materials Review Team completed each evaluation form during the week of July 28-Aug. 1, 2003. In order to maintain the integrity of the of the review team's comments, editing was limited to spelling and punctuation.

Recommendations:	
<input checked="" type="checkbox"/> Recommended by reviewers to State Textbook Commission	
<input type="checkbox"/> Not recommended by reviewers to State Textbook Commission	

**Publisher's Explanation of Reviewer's Comments:** By action of the State Textbook Commission, publishers are provided limited space, 150 words, to respond to what they may consider factual errors made by the reviewers in the evaluation.



# Group V - Career/Technical Vocational/Practical Living Education Instructional Materials Evaluation Tool Marketing



<b>Title: INTRO TO BUSINESS</b>		<b>Publisher: Thomson/South-Western</b>
Technology Management Summary Data:	20 possible points	___20___ points earned
Technology Management Comments: Power point, ExamView, Extra activities are available and easily modified if needed.		
Technology Presentation/Interface Summary Data:	40 possible points	___40___ points earned
Technology Presentation/Interface Comments:		
Content Summary Data:	44 possible points	___44___ points earned
Content Comments: Good job of content, academic integration and real-world applications Lots of technology applications.		
Instruction & Management Summary Data	52 possible points	___52___ points earned
Instruction & Management Comments: Good variety of activity choices for different learning styles and levels of thinking. ExamView allows for flexibility of printed and on-line assessments		
Organization & Structure Summary Data	36 possible points	___36___ points earned
Organization & Structure Comments: Key terms are highlighted. Visuals geared toward high school		
Resource Material Summary Data	40 possible points	___39___ points earned
Resource Material Comments: Excellent resources available in resource kit—especially for beginning teacher. Videos bring current video clips on careers and chapter content. Student Activities have good variety. Spanish glossary available Student interactive CD available for reinforcement		



# Group V - Career /Technical & Vocational/Practical Living

## Electronic Instructional Media Review Form

### Stand Alone/Independent or Integrated Software for Business



Equipment (circle or change fill color)	Grade Level (circle or change fill color)	Audience (circle or change fill color)	Format (circle or change fill color)	Cost: Included in class set	
Windows	Primary	Individual	Stand Alone/Independent	___x___ single copy	___site license
Macintosh	Intermediate	Small Group	Integrated	___network version	___school version
CD-ROM	Middle	Large Group	Supplemental	___lab pack of ___ copies	___online
DVD	High		In lieu of basal test		
Sound					
Other					

If other, explain:  
Video

Type of Software: Check all that apply	___Simulation	___x___Management	___Interdisciplinary	___x___Problem Solving	___Tutorial
___Exploratory	___Creativity	___x___Drill and Prac- tice	___Critical Thinking	___x___Utility	___Other:

Rating Scale:	3—Some of the time	1—None of the time
4—All or the time	2—Minimally	0— Not applicable

Management	Rating
Allows customizing for individual learning needs.	4
Allows students to exit and resume at a later time.	4
Keeps a students performance record, where needed.	4
Allows control of various aspects of the software (e.g., turning sound off).	4
Allows for printed reports.	4
Comments: Power point, ExamView, Extra activities are available and easily modified if needed.	<b>Total 20</b>

Presentation/Interface	Rating
Presents material in an organized manner.	4
Has consistent, easy-to-use, on-screen instructions.	4
Has developmentally correct presentation format.	4
Adapts to different learning environments (learning styles/multiple intelligences, etc.)	4
Accessible for special needs students.	4
Runs smoothly, without long delays.	4
Presents easy-to-view text and graphics.	4
Presents easy-to-hear and understand sounds.	4
Avoids unnecessary screens, sounds, and graphics.	4
Provides immediate, appropriate feedback.	4
Comments:	<b>Total 40</b>

Content—Marketing	Rating
Career Experiences	4
Employability Skills	4
Teamwork	4
Global Perspective	4
Mathematical Skills	4
Communication	4
Diversity	4
Ethical Practices	4
Academic Integration	4
Real World Application	4
Content Area Concepts Addressed	4
Comments: Good job of content, academic integration and real-world applications Lots of technology applications.	<b>Total 44</b>

Rating Scale:	2—Minimally
4—All or the time	1—None of the time
3—Some of the time	0— Not applicable

Instruction and Assessment	Rating
Identifies a Sense of Purpose	4
Builds on Student Ideals	4
Engages Students	4
Develops Marketing Ideas	4
Promotes Student Thinking	4
Assesses Student Progress	4
Enhances The Learning Environment	4
Reading level is appropriate for interest and ability level of intended student group; level remains consistent throughout.	4
Commonwealth Accountability Testing System (CATS) "like" Assessment is provided	4
Variety of Assessments (diagnostic, formative, summative, open response, multiple choice, individual, small group, oral, demonstrations, presentations, self and peer performance, portfolio prompts) is included.	4
Includes activities and opportunities for integration of technology.	4
Reflects researched-based practices (e.g. hands-on activities, technology, problem-solving situations)	4
Differentiation techniques and activities suggested.	4
Comments: Good variety of activity choices for different learning styles and levels of thinking. ExamView allows for flexibility of printed and on-line assessments	<b>Total 52</b>

<b>Rating Scale:</b>	3 – Some potential for learning	1 - Not present
4 – High potential for learning	2 – Little potential for learning	0 – Not applicable

Organization and Structure	Rating
Organization is logical and allows for spiraling of content.	4
Vocabulary and key terms are clearly defined and easily accessible within each lesson.	4
Visual illustrations (e.g. graphs, charts, models) and examples are clearly presented and content-related.	4
Illustrations and language reflect diversity (e.g. racial, ethnic, cultural, age, gender, disabilities).	4
Legible type, length of lines, spacing, and page layout and width of margins contribute to overall appearance and use.	4
Student materials seem durable and conducive to daily use.	4
Includes sufficient glossary, index and appendices.	4
Employs accurate grammar and spelling	4
Organization of material can be effectively used with Standards Based Units, Core Content and Program of Studies.	4
Comments: Key terms are highlighted. Visuals geared toward high school	<b>Total 36</b>

Resource Materials	Rating
Teacher materials coordinate easily with student materials (e.g. additional resources included at point of need, student pages shown, integration of technology indicated)	4
Activities are included that adapt to the various learning styles, intelligences, and interest/ability levels.	4
Extension activities including adaptations and accommodations for students with special needs.	4
Resources provide objectives, background information, common student errors, hints, advice for lesson implementation and real-world connections, connections with career and/technology and references (e.g. solution manuals, study guides)	4
Suggestions are made for integration of themes and /or interdisciplinary instruction.	4
Integration opportunities suggested and examples given.	4
Teacher resources are available online.	4
Online resources available – Repeat of information in text.	3
Online resources available – Practice skills only.	4
Online resources available – New application materials.	4
Comments: Excellent resources available in resource kit—especially for beginning teacher. CNN and CNBC videos bring current video clips on careers and chapter content. Student Activities have good variety. Spanish glossary available Student interactive CD available for reinforcement	<b>Total 39</b>
<b>Rating Scale:</b>	2—Minimally
4—All or the time	1—None of the time
3—Some of the time	0— Not applicable